

### Appendix C. Survey Techniques: Relative Advantages and Disadvantages

Factor	Telephone	Mail	Web-based	Face-to-Face
<b>Cost</b>	Medium to High	Low	Low	High
<b>Time for data collection</b>	High	Medium	Low to Medium	Very High
<b>Staff requirements</b>	High	Low to Medium	Low	High
<b>Flexibility of questions asked</b>	High	Low	High	High
<b>Populations accessed</b>	<ul style="list-style-type: none"> <li>• Difficult to use with providers</li> <li>• Limited to those with telephones</li> <li>• Response rates are dropping due to cell phones and caller identification</li> <li>• Can be useful for reaching geographically diverse populations</li> </ul>	<ul style="list-style-type: none"> <li>• Potentially effective for reaching providers</li> <li>• Response rates vary</li> </ul>	<ul style="list-style-type: none"> <li>• Popular and increasingly effective for reaching providers</li> <li>• Requires Internet access and computer knowledge</li> <li>• Can be useful for reaching geographically diverse populations</li> <li>• Response rates can be difficult to calculate</li> </ul>	<ul style="list-style-type: none"> <li>• Difficult to use with providers</li> <li>• Best technique for low literacy or special populations</li> </ul>
<b>Considerations</b>	<ul style="list-style-type: none"> <li>• Complicated to implement</li> <li>• Computer assisted surveys facilitate data collection and analysis</li> <li>• Allows programming of skip patterns</li> <li>• Open-ended and probing questions possible</li> </ul>	<ul style="list-style-type: none"> <li>• Most efficient for cost</li> <li>• Requires accurate addresses</li> <li>• Skip patterns can be problematic</li> <li>• Consider mailing costs</li> </ul>	<ul style="list-style-type: none"> <li>• Newest form of data collection</li> <li>• Relatively inexpensive</li> <li>• Requires means to publicize the survey (e-mail or mail)</li> <li>• Allows programming of skip patterns</li> <li>• Simple data analysis sometimes provided by services</li> </ul>	<ul style="list-style-type: none"> <li>• Most expensive method</li> <li>• Requires skilled interviewers</li> <li>• Open-ended and probing questions possible</li> </ul>